

Tour Programme

GS1 Standards Development Event

29 & 30 October 2009



Limited to 20 places
per day

■ Thursday, 29 October 2009

- 8:30 AM: Meet at the Lille Grand Palais
- 8:30 AM > 9:00 AM: TRANSFER

• 9:00 AM > 10:00 AM: Virtual shopping - 3D tour of a shopping centre

Description: During this tour, you will be transported to the midst of a virtual store where you can take a 3D simulated tour of a shopping centre, learn about the various products or try them out while engaging in on-screen dialogue with your friends or other shoppers. This new virtual shopping concept opens up a multitude of possibilities for the future retailing.

► *PIRVI (Interactive Platform – Virtual Reality – Images) is a resource centre for scientific and technological expertise based in Villeneuve d'Ascq. It develops partnerships with local businesses involving projects related to retailing and new store concepts, among other things.*

- 10:00 AM > 10:30 AM: TRANSFER

• 10:00 AM > 12 noon: La Redoute, a major processor of e-commerce orders

Description: La Redoute is France's leading mail-order retailer. It offers shoppers several thousand articles, ranging from clothing to household appliances and video or audio products.

Not far from Lille, you will discover the largest facility in France dedicated to the preparation of B2C orders and the largest preparation centre for e-commerce orders: 60% of La Redoute's Internet orders are processed in this facility.

With 26 million parcels prepared annually, this remarkable facility combines all business functions from merchandise receiving to order shipment. Twenty-four hour delivery is provided for all orders placed before 12 noon for 4,000 points of delivery in France.

► *La Redoute is owned by Redcats, which is the Distance Sales division of the PPR group (Pinault-Printemps-Redoute).*

Key figures:

- Surface area: 60,000 sq.m with 1,700 people onsite
- Storage capacity: 800,000 standard boxes and 27,000 pallet positions
- Order picking: 76 million items picked annually
- Returns processing: 12 million items annually.

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GS1 - Intelligent Business

■ FRIDAY, 30 OCTOBER 2009

- 8:30 AM: Meet at the Lille Grand Palais
- 8:30 AM > 9:00 AM: TRANSFER

• 9:00 AM > 10:00 AM: An in-depth look at the production of RFID tags

Description: IER Group is one of the world's largest manufacturers of RFID inlays. During a tour of the facility, you will learn all about the production process for RFID tags from the printing and incorporation of HF and UHF RFID inlays to verification and quality control.

The company supplies "bag tags" for a large number of international airports and airlines and RFID logistics solutions for major manufacturing corporations.

- ▶ *IER Graphic is a subsidiary of the IER group, specializing in the composition, printing, processing and packaging of labels and tickets of all types and in all formats, including RFID tags. IER Graphic's production facility, which covers a surface area of nearly 6,000 sq.m, has eight production lines and four control and packaging units which handle flexography or screen printing, forwarding and packaging for 15 million sq.m annually.*

• 10:00 AM > 10:30 AM: PICOM

Description: The PICOM (Pôle des Industries du Commerce - Commercial Industries Hub) is a competitiveness cluster that includes companies, research centres and training centres in the Lille region whose mission is to create synergies around common projects of an innovative nature with the objective of making this hub a global reference for the distribution sector of the future.

- ▶ *You will discover the PICOM's achievements and main areas of R&D through such projects as ICOM, CAPPUCINO... and P-LearNet.*

• 10:30 AM > 11:00 AM: TRANSFER

• 11:00 AM > 11:30 AM: Establishing a closer relationship with the consumer via P-LearNet

Description: This tour of an Auchan V2 hypermarket will demonstrate how salespersons equipped with a mobile phone or PDA can self-train on products while simultaneously providing sales information (regarding price, format, colour, technical specifications etc.) to customers during the purchasing process.

This new service known as "P-LearNet", which is currently being tested by the Auchan chain in this pilot store, gives a glimpse of the potential for improving the efficiency of sales staff and establishing a closer relationship with consumers in the retail setting.

- ▶ *The P-LearNet research project, funded by the National Research Agency (ANR) and supported by Auchan, began the in situ experimentation stage in October 2009. The rollout of this type of service underscores the key role of the availability and relevance of product information in retailing and provides a new perspective on the importance of data quality on the product data sheet.*

In partnership with

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